



NEW LOCATION . . . Miss Blanche Huff, Credit Bureau of South Bay District collection manager, discusses the firm's new location with Frank M. Blenkhorn, general manager. The company has moved into new quarters at 1628 Cravens Ave. (Herald Photo)

### Credit Bureau Moves Into Larger Quarters

For the third time in six years the Credit Bureau of South Bay District has found it necessary to move to larger quarters. The new location at 1628 Cravens Ave., consists of an entire ground floor building covering an area of 4000 square feet. This growth is attributable to the continued confidence and support of the professional and retail credit firms of the area.

The Credit Bureau of South Bay serving Torrance, Redondo Beach, Manhattan Beach, Hermosa Beach, El Segundo, Hollywood Riviera, Palos Verdes, Rolling Hills, Gardena, and Lawndale, is affiliated with nearly 3000 credit bureau members of the Associated Credit Bureaus of America and is in the position of being able to secure credit information and collection coverage instantly throughout the United States and Canada.

The staff of the Credit Bureau of South Bay has grown to 32 and it is expected to continue in its growth in the period ahead.

### Phone Users To Get Area Code Symbol

Pacific Telephone subscribers here will receive in their billing envelope during October a sheet containing area code "213" stickers designed for attachment to their telephone number plates.

The stickers designate the correct area code for the location of the individual customer's telephone, according to R. S. Pyle, Pacific Telephone's Torrance manager.

"We are asking our customers to place a code sticker on each of their telephone instruments in the upper portion of the round number plate window," the manager said. "This should prove a helpful reference when they give their number to out-of-town callers."

"Area codes are the key to Direct Distance Dialing (DDD)," Pyle pointed out. They form the city and state portion of a telephone address. The regular phone number serves as the local part of that address. With area codes there is a different number for each of more than 76 million telephones in the U.S. and Canada.

### Public Hours For College Pool Listed

Hours during which El Camino College swimming pools will be open to the community for recreational swimming were announced yesterday by John W. Morrow, assistant director of instruction.

Family swimming will be featured from 6 to 7 p.m. on Monday through Thursdays. Children under the age of 18, Morrow emphasized, must be accompanied by parents.

A three-hour period of swimming will be available on Friday evenings, pools being open from 6 to 9 p.m.

From 9 a.m. until noon on Saturdays, children will be admitted to the pools. Minimum age is 7 and maximum height is 50 inches.

Swimmers must furnish their own towels and suits.

Heading the organization is Ernest Blenkhorn, owner of Credit Bureau of South Bay District and Credit Bureau of Santa Monica District, established in 1922. He has been active in bureau and civic work for a number of years. The general manager, Frank M. Blenkhorn, is currently a national director of Associated Credit Bureaus of America, past president of Associated Credit Bureaus of Pacific Southwest and president of Rotary Club of Santa Monica.

### Developer Names New Ad Agency

Clifford Gill Agency of Beverly Hills has been appointed national advertising and public relations representatives by Donald H. Shanedding, Inc., developer and owner of Pacific Plaza in Torrance, as well as others throughout the nation.

All of the shopping centers will receive "hand tailored" promotional assistance from the agency, which is now preparing pre-Christmas campaigns for each of the centers.

The Shanedding organization is one of the nation's largest builders and owners of shopping centers, with seven facilities in Southern California and ten in eastern states. The Clifford Gill Agency has been associated as advertising consultants with various residential developers throughout Southern California.

### Improvement Project in 'Strip Set

A parent-teacher sponsored improvement project along W. Normandie Rd. between 218th St. and Carson St. is soon to be a reality, Councilman John S. Gibson announced yesterday.

Contract for the improvement which was instituted on a resolution by Gibson at the request of the Parent-Teacher Assn. and his Shoestring Strip Committee has been awarded to G. L. Fishbine, Inc. on a low bid of \$7,756. Of this amount, approximately \$3000 will be paid from public funds to extend the width of the roadway to match an existing improvement north of 218th St.

The low bid was the best of six received and was approximately three per cent lower than estimates. Work is expected to begin in about three weeks.

Army M/Sgt. Oro H. Larson, whose wife, Jane, lives at 233 S. Gaudalupe Ave., Redondo Beach, recently participated with other personnel from the Third Armored Division's 36th Infantry in a four-week field training exercise in Grafenwohr, Germany.

Larson, a platoon sergeant in the infantry's Company C, which is regularly located in Kirch Gons, entered the Army in 1940 and was stationed at Fort Ord before arriving overseas in July, 1960, on this tour of duty.

The sergeant attended Redondo Union High School. His parents, Mr. and Mrs. Eric G. Larson, live at 820 N. Lucia Ave.

## USC-Sponsors Conference About Peace Corps Opening Wednesday

The first of 13 regional, explanatory conferences dealing with the Peace Corps will be sponsored by the University of Southern California at the Huntington-Sheraton hotel in Pasadena Wednesday.

The session, which is expected to attract more than 600 representatives of civic and service organizations, labor, business, collegiate, agricultural and international relations groups, will be open to the public.

USC's President Norman Topping has appointed Dr. Roger Swearingen, associate

professor of international relations and director of USC's Soviet-Asian Studies Center, as chairman of the official host committee which will include 20 prominent community leaders and educators.

PRINCIPAL speaker on the conference program will be Warren W. Wiggins, associate director of the Peace Corps for program development and operation. Mr. Wiggins will speak at the luncheon session of the Wednesday program and will officially represent Peace

Corps Director Sargeant Shriver at the conference. Registration will be held from 3 p.m. to 8 p.m. Tuesday and again from 8:30 a.m. to 9:30 a.m. on Wednesday (Sept. 27) before the formal opening of the conference.

AN INFORMAL pre-conference reception will be held Tuesday night. The Wednesday morning program will open with a welcoming address by Dr. Swearingen at 9:30 a.m. From 9:50 a.m. to 12:15 p.m. there will be a symposium on "The Peace Corps in Opera-

tion." This will cover (1) Project development, (2) the Peace Corps volunteer and (3) project administration. Recruitment, selection and training of Peace Corps members will be covered in this session.

Peace Corps staff members from Washington, including Franklin Williams, special assistant to Director Shriver, and former assistant attorney general of California, and Gregg Potvin, deputy chief of Peace Corps recruitment, will head up small conference groups Wednesday afternoon from 2 p.m. to 4:30 p.m.

### Riviera Man Gets Diploma

Gerald L. King, 200 Via Los Altos, graduated with highest honors Friday from the Northrop Institute of Technology in Los Angeles.

He maintained a straight "A" average in earning his Bachelor of Science degree in aeronautical engineering. Diplomas were presented to 129 graduates who heard Dr. John R. Whinnery, University of California at Berkeley College of Engineering dean, speak on "The Image of the Engineer."

### Torrance Man Gets New Post

Clayton N. Hirtle of 5014 Milne Dr. has been named controller for the Communications Division of the Hughes Aircraft Co. in Culver City.

He has lived in Torrance for eight years. Hirtle graduated from the Bentley School of Accounting and Finance in Boston, Mass. He worked for Topp Industries Co. before joining Hughes in 1958.

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